

This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1 (currently amended): A method for providing a content tracking system comprising:

~~generating a tracking identifier;~~

~~incorporating the tracking identifier with content stored in a storage medium;~~

~~storing the tracking identifier in a database;~~

~~providing the storage medium to a primary distributor;~~

receiving information from the a primary distributor, the information being tracked using a tracking identifier on a storage medium, the tracking identifier being stored in a database;

associating within the database, in response to the receiving information from the primary distributor, the tracking identifier with the information from the primary distributor;

receiving information from a second level distributor, the second level distributor being successively enlisted from the primary distributor;

associating within the database, in response to the receiving information from the second level distributor, the tracking identifier with the second level distributor; and

providing credit to the primary distributor ~~and the second level distributor~~ in response to a transaction derived from ~~the content on the storage medium~~ the second distributor.

Claim 2 (currently amended): The method of claim 1 wherein the transaction derived from ~~the content~~ the second distributor is selected from the group consisting of a sale, a lease, and a license.

Claim 3 (currently amended): The method of claim 1 wherein the ~~incorporating step comprises incorporating~~ the tracking identifier is incorporated into a burst cut area of the storage medium.

Claim 4 (currently amended): The method of claim 1 further comprising:
receiving information from a third level distributor;
associating within the database, in response to the receiving information from the third level distributor, the tracking identifier with the third level distributor, the second level distributor and the primary distributor; and
providing credit to the primary distributor~~[[,]]~~ and the second level distributor ~~and the third level distributor~~ in response to the transaction derived from the ~~content on the storage medium~~ the third level distributor.

Claim 5 (currently amended): A method of tracking content comprising:
receiving a tracking identifier that identifies a particular copy of content on a storage medium;
placing the tracking identifier in a database;
receiving information from a primary distributor;
associating within the database, in response to the receiving information from the primary distributor, the tracking identifier with the information from the primary distributor;
receiving information from a second level distributor, the second level distributor being successively enlisted from the primary distributor; and
associating within the database, in response to the receiving information from the second level distributor, the tracking identifier with the second level distributor.

Claim 6 (currently amended): The method of claim 5 further comprising:
crediting the primary distributor ~~and the second level distributor~~ in response

to a transaction derived from the ~~particular copy of content on the storage medium~~
second level distributor.

Claim 7 (currently amended): The method of claim 6 wherein the transaction derived from the ~~particular copy of content~~ second level distributor is selected from the group consisting of a sale, a lease, and a license.

Claim 8 (original): The method of claim 5 further comprising:
receiving information from a third level distributor; and
associating within the database, in response to the receiving information from the third level distributor, the tracking identifier with the primary distributor, the second level distributor and the third level distributor.

Claim 9 (currently amended): The method of claim 8 further comprising:
crediting the primary distributor~~[[,]]~~ and the second level distributor, ~~and the third level distributor~~, in response to a transaction selected from the group consisting of a sale, a lease, and a license wherein the transaction is derived from the ~~particular content on the storage medium~~ third level distributor.

Claim 10 (currently amended): A content tracking system comprising:
~~a distributor network including a primary level distributor and a second level distributor for distributing content embodied in a storage medium;~~
a server for receiving a tracking identifier that is incorporated with the content embodied in the a storage medium and for receiving registration information from the primary level distributor and the second level distributor of a distributor network; and
a database for associating the content with the primary level distributor and the second level distributor and for associating transactions derived from the ~~content on the storage medium with~~ the primary level distributor and the second

level distributor, the second level distributor being successively enlisted from the primary distributor.

Claim 11 (currently amended): The system of claim 10 wherein credit is provided to the primary level distributor and in response to the transaction derived from the second level distributor ~~are distributors within a multi-level distributor network.~~

Claim 12 (original): The system of claim 10 further comprising:
a storage medium and tracking identifier integrator for incorporating the tracking identifier with the content embodied in the storage medium.

Claim 13 (original): The system of claim 12 further comprising:
a tracking identifier generator for generating the tracking identifier.

Claim 14 (currently amended): The system of claim ~~[[10]]~~ 11 wherein ~~transactions~~ the transaction derived from the ~~content on the storage medium are~~ second level distributor is selected from the group consisting of a sale, a lease, and a license.

Claim 15 (currently amended): A system for tracking content comprising:
means for receiving a tracking identifier that identifies a particular copy of media content;
means for placing the tracking identifier in a database;
means for receiving information from a primary distributor;
means for associating within the database, in response to the receiving information from the primary distributor, the tracking identifier with the information from the primary distributor;
means for receiving information from a second level distributor, the second

level distributor being successively enlisted from the primary distributor; and

means for associating within the tracking identifier database, in response to the receiving information from the second level distributor, the tracking identifier with the second level distributor.

Claim 16 (currently amended): The system of claim ~~[[16]]~~ 15 further comprising means for providing credit to the primary distributor ~~and the second level distributor for transactions~~ a transaction derived from ~~the content after being distributed by the second level distributor.~~

Claim 17 (currently amended): The system of claim 16 wherein the ~~transactions~~ transaction derived from the content ~~are~~ is selected from the group consisting of a sale, a lease, and a license.

Claim 18 (original): The system of claim 15 comprising:
means for receiving information from a third level distributor; and
means for associating within the tracking identifier database, in response to the receiving information from the third level distributor, the tracking identifier with the third level distributor, the second level distributor and the primary distributor.

Claim 19 (currently amended): The system of claim 18 further comprising means for providing credit to the primary distributor~~[[,]]~~ and the second level distributor, ~~and the third level distributor for transactions derived from the content after being distributed by the third level distributor.~~

Claim 20 (currently amended): The system of claim 19 wherein the ~~transactions~~ transaction derived from the content ~~third level distributor~~ are is selected from the group consisting of a sale, a lease, and a license.